

CLAIMS

1 Claim 1. A marketing data collection system for collecting marketing data pertaining to a
2 merchandiser at a target location, said system comprising:
3 a processor located at the target location to receive and store information; and
4 a code reader incorporated with said processor, said code reader to receive input
5 information from a merchandiser whereby upon input of said information the presence of
6 the merchandiser at the processor is read and recorded in the processor.

1 Claim 2. The invention of claim 1 wherein said code reader is adapted to read a magnetic
2 strip passed by the reader.

1 Claim 3. The invention of claim 1 wherein said code reader is adapted to read a bar code
2 passed by said reader.

1 Claim 4. The invention of claim 1 further comprising a printer in connection with said
2 processor whereby said printer can print information relative to the input of information
3 through the code reader.

1 Claim 5. The invention of claim 1 further comprising a display in association with said
2 processor, said display providing certain predetermined information to enable the
3 merchandiser to input of information through the code reader.

1 Claim 6. The invention of claim 5 wherein the display is a touch screen and serves as the
2 code reader whereby a merchandiser may input information through the touch screen to
3 record the merchandisers presence at the processor.

1 Claim 7. The invention of claim 1 further comprising a transfer mechanism to transmit
2 information from the processor to a data center upon occurrence of a predetermined
3 event.

1 Claim 8. The invention of claim 7 wherein said predetermined event is one or more set
2 times of the day at which transmission occurs.

1 Claim 9. The invention of claim 1 wherein the code reader is adapted to receive a first
2 input relative to the arrival of a merchant in proximity to the processor and a second input
3 relative to the departure of the merchandiser relative to the processor.

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1 Claim 10. A marketing data collection system for collecting marketing data pertaining to
2 a merchandiser at a target location, said system comprising:

3 a transmitter in a predetermined location;

4 a receiver in a second location; and

5 A storage device whereby one of said transmitter or receiver, in the possession of
6 the merchandiser, upon entering a location within a predetermined region activates
7 communication between the transmitter and receiver such that the presence of the
8 merchandiser within the region is automatically recorded in the storage device.

1 Claim 11. The invention of claim 10 wherein the receiver is a geolocation positioning
2 device.

1 Claim 12. The invention of claim 11 wherein the geolocation positioning device is
2 preprogramed with one or more regions about one or more target locations.

1 Claim 13. The invention of claim 12 wherein the geolocation positioning device receives
2 a broadcasted location from the transmitter when the geolocation device is within the
3 region and said event is stored within the storage device.

1 Claim 14. The invention of claim 14 wherein the transmitter is a global positioning
2 satellite.

1 Claim 15. The invention of claim 14 wherein the storage device is unitary with the
2 receiver.

1 Claim 16. The invention of claim 13 wherein the storage device records said event and
2 the time of its occurrence.

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1 Claim 17. The invention of claim 10 wherein said storage device records the leaving of
2 the receiver outside of the predetermined region.

1 Claim 18. The invention of claim 17 wherein the storage device records the time of day
2 the receiver leaves the predetermined region.

1 Claim 19. The invention of claim 10 wherein the transmitter is at the target location and
2 the receiver and storage device are with the merchandiser.

1 Claim 20. The invention of claim 19 wherein the storage device records the receipt of the
2 transmission by the receiver from the transmitter and the time of said receipt.

1 Claim 21. The invention of claim 20 wherein the receiver and the storage device are
2 unitary.

1 Claim 22. The invention of claim 21 where in the transmitter is a radio frequency
2 transmitter.

1 Claim 23. The invention of claim 21 further comprising a product display unit and a
2 plurality of packaged products in proximity to said display unit and wherein said
3 transmitter is located in close proximity to said display unit.

1 Claim 24. The invention of claim 23 wherein said transmitter is located in a product
2 package.

1 Claim 25. The invention of claim 10 wherein the receiver is at the target location and the
2 transmitter is with the merchant.

- 1 Claim 26. The invention of claim 25 further comprising a plurality of target locations,
- 2 each containing a receiver whereby said receivers upon receiving a signal from the
- 3 transmitter triangulate to identify the position of the transmitter.

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1 Claim 27. A marketing data collection method for collecting marketing data pertaining to
2 a merchandiser at a target location comprising the following steps:
3 determining a predetermined region about a target location;
4 programming said predetermined region within a geolocation positioning device;
5 recording the position of said geolocation positioning device when it enters the
6 predetermined region.

1 Claim 28. The method of claim 27 further comprising:
2 recording the removal of the geolocation positioning device outside of the
3 predetermined region.

1 Claim 29. The invention of claim 28 further comprising:
2 recording the time of entry of the geolocation positioning device within the
3 predetermined region and the time the geolocation positioning device exits the
4 predetermined region.